

**ABSTRACT OF THE DISCLOSURE**

A showcase includes air outlets provided at an upper rear end of a goods-storing room, and shelf ducts individually  
5 provided at lower faces of goods shelves. Cold air discharged from the air outlets is caused to descend along a rear plate of the goods-storing room, and then flows through the shelf ducts from rear ends towards front ends of the goods shelves while being partly discharged downward, whereby the cold air  
10 can be discharged downward from the shelf ducts to lower goods shelves, making it possible to efficiently cool goods placed on the goods shelves, even if no air curtain is formed in front of a showcase body. Accordingly, the visibility of upper goods shelves can be improved by using an upper face of the showcase  
15 formed by a transparent top plate.